Comments (from a Woolworths Group spokesperson):

This was a commercial arrangement between Quantium and Sportsbet.

Under the terms of our agreement, Quantium is prohibited from providing any services to gambling companies using data from Woolworths Rewards.

We note Quantium ceased working with gambling companies last year.

Background on Woolworths Rewards and Quantium

Quantium does not hold the Woolworths Rewards database.

Woolworths Group holds all Woolworths Rewards data and personal information securely.